



Chamber News

November/December 2009

Mercersburg Area Chamber of Commerce

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ATLAS COPCO TO EXPAND FACILITY AND INCREASE JOBS

A groundbreaking ceremony to commemorate an expansion project at Atlas Copco Secoroc LLC in Fort Loudon was held Tuesday, October 20th, hosted by Atlas Copco, Tuscarora Area Development Association, and Mercersburg Area Chamber of Commerce.

Atlas Copco Secoroc LLC, based in Sweden, is consolidating its DTH (down the hole) manufacturing for its Virginia and Fort Loudon, Pa. factories. All manufacturing operations will now be based at the Fort Loudon plant at 13278 Lincoln Way West. Atlas Copco's R & D and Marketing functions will remain in Virginia. The Fort Loudon facility has 31 employees and manufactures "down the hole" drilling equipment.

"We are thankful Atlas Copco chose to relocate all DTH manufacturing to the Fort Loudon facility," said Mary-Anne Gordon, president of the Tuscarora Area Development Association and director of the Mercersburg Area Chamber of Commerce. "Their investment in this community and belief in its workforce is greatly appreciated."

The expansion will include the addition of about 20,000 square feet and result in 12 to 16 new jobs within the first three years. Rockwell Construction of Mercersburg was awarded the expansion contract. Completion date is July 2010.

State Sen. Rich Alloway, R-Chambersburg, was quoted as saying "The Fort Loudon expansion project will be an important boost to our local economy," said Senator Richard Alloway II (R-33). "I am thankful that this expansion will provide a direct benefit to our area by providing jobs to support families in Franklin County."

Atlas was founded in 1873. Over the years, it has become known as a "world leading provider of industrial productivity solutions," according to company officials. Company products include such things as construction and mining equipment, compressed air and gas equipment and industrial tools. In March 1989, Atlas Copco acquired the Fort Loudon facility as part of its Construction and Mining Technique division.



ACS PRECISION RIBBON CUTTING

ACS Precision hosted a ribbon cutting for their 4,000 watt Mitsubishi laser Monday October 19, 2009. Senator Alloway, Representative Rock, Commissioner Ziobrowski, FCADC President Mike Ross MACC Board members, and chamber members were in attendance.

"This piece of equipment is a big deal for a company our size," said General Manager Charlie Daniels. "We'll be able to compete with everybody else because of the technology."

ACS Precision, formerly Spirit Washers, currently employs eight people. The company does fabrication, machining and contract manufacturing work. One of their largest customers is the government, including the military and the U.S. Department of Agriculture.

ACS Precision operates out of a roughly 12,000-square-foot building in the Borough of Mercersburg. Charlie Daniels and Sandra Tillman-Daniels took over the 16 year old Spirit Washers business in May 2008.

"What they've done with this facility is amazing," said Mike Ross, president of Franklin County Area Development Corp. "The before and after is remarkable."



Jaco van de Merwe, Keith Mackling, Brent Vernon, Mike Ross, Senator Alloway

Upcoming Events

Annual Report
& Volunteer Award Breakfast

November 19, 2009

\$10 Members

7am Doors Open, 7:15am Buffet

Followed by Meeting

VFW, 20 Veterans Way

Mercersburg

RSVP by November 17, 2009

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Mary-Anne Gordon

The Chamber News is a bi-monthly newsletter of the Mercersburg Area Chamber of Commerce. Submit your information by the 19th of each month for inclusion. The Chamber reserves the right to edit content of submissions for space limitations. Ideas, opinions and statements expressed in articles by contributors are not necessarily those of the Chamber.



Mary-Anne Gordon - Executive Director

VOLUNTEERISM

Dear friends and members,

Any organization, civic group or club will tell you their most precious resource is volunteers. It is no different here. I am continually amazed at how our volunteers jump in feet first with sleeves rolled up and ready to work. Their selflessness, spirit and effort is appreciated every day.

THANK YOU FOR YOUR SERVICE

Annual Dinner - Judy Boyd, Gloria Pine, Rachael Sheaffer, Teresa Smith, Marti Statler.

Home & Garden Festival - Judy Boyd, Chris Frisby, Theresa Gourley, Amy Hissong, Tammy Oberholzer, Gloria Pine.

Mock Interviews - Senator Alloway, Judy Boyd, Charlie Daniels, Jason Ellis, Larry Keefer, Tim Lachemann, Noel Purdy, Rachel Sheaffer, Marti Statler, Matt Swanger, Liz Weber.

Townfest - Liz Martin, Judy Boyd, Carrie Heckman, Gloria Pine, Kim Smith, Theresa Gourley, Tammy Oberholzer, Cheryl Shields, M&T staff, Mercersburg Borough PD and Public Works, MMP&W Fire Police and Ambulance Squad.

Golf Tournament - Judy Boyd, Melanie Gordon, Theresa Gourley, Carrie Heckman, Amy Hissong, Tracey Kimmel, Liz Martin, Lori Perkins, Gloria Pine, John Rotz, Marti Statler, the staff of Whitetail Ski and Golf.

Respectfully,

Mary-Anne



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MACC Autumn Golf Outing

THANK YOU TO OUR SPONSORS!

- Event - Craig, Friedly, Potter & Moore with Penn National Insurance
- Cart - Bell Insurance & F&M Trust
- Beverage - Auto Sales Unlimited
- Gift Bag - Kimmel Insurance
- Meal - First National Bank of Mercersburg
- Hole in One - DL Martin Co.
- Hole - Valley Quarries, Poffenberger Golfers' Assoc., Summit Health, Stoner's Hijos Hill Inc, Mercersburg Academy, Waste Management, PCI Insurance, Tower Bank, FCVB, Keystone Orthopedic, KDB Accounting Assoc., Tele-Plus, Atlas Copco, Whitetail Resort, Pictures Plus, Lininger-Fries Funeral Home, Inc. Friends of Rich Alloway
- Tee - C&T Industrial Supply, Rotz & Stonesifer PC, Decals and More, Steiger, Steiger, and Meyers

COMPLIMENTARY ITEMS

- Adult Beverages - DM Evans, Flannery's Tavern on the Square
- Ice - Whitetail Resort
- Lunch & Dinner - Romeo's Café
- Photo - Pictures Plus
- Water - Friends of Rich Alloway



October 9, 2009 - 26 teams of golfers turned out to support the Mercersburg Area Chamber of Commerce's 3rd annual golf tournament. They were provided with a bagged lunch, gift bags, free beverages, shot gun start was 1pm, Par 3 Poker, Triangulator and a Shoot Out were played, we wrapped with dinner catered by Romeos Café at Whitetail's Tubing Lodge.

1st - AS Bendell/Flannery's 2nd - Auto Sales Unlimited 3rd - Auto Sales Unlimited.

Don't miss 2010's event October 8th!

State Senator



Richard Alloway II

33rd District ★ Adams, Franklin and York Counties



In my first term in office, I have worked hard to represent the interests of our communities and be responsible to the citizens who elected me. I strongly believe that state government should be open and accountable to the people it serves and meet the needs of Pennsylvanians at the lowest possible cost, and I have sponsored and cosponsored several important bills that work towards these goals.

One of the first bills I cosponsored this year would eliminate the property tax burden once and for all. The property tax is one of the most unfair and universally despised taxes of many district residents, and I have cosponsored legislation that would allow the people to replace the property tax through a voter referendum. I also sponsored legislation that would eliminate the inheritance tax (also known as the “death tax”), and I cosponsored a bill to reduce the self-employment tax.

In addition to these tax reform proposals, I cosponsored several government reform bills that would make the legislative process more open and accountable. These reform proposals would create a searchable online database for state spending, eliminate “lame duck” sessions, prohibit bonuses for Commonwealth employees and increase penalties for violations of the state’s Sunshine Law. The reform package would also improve access to a variety of state government expenditures, including state government employee salaries, plane logs and state vehicle usage. I cosponsored legislation that would remove costly mandates for local governments, allowing local tax dollars to be used more efficiently. I also cosponsored legislation that would require cash assistance recipients to undergo drug screening and supported legislation to crack down on welfare fraud.

As a strong supporter of our Second Amendment rights, I introduced legislation that would establish the Castle Doctrine in Pennsylvania. This bill would protect gun owners from criminal and civil liability by removing the “duty to retreat” clause when an individual is threatened by an attacker in any place that individual has a right to be, including the individual’s home or vehicle.

While the Senate’s work in Harrisburg attracts most of the media’s attention, I consider constituent service to be my highest priority. In addition to representing the interests of our communities in Harrisburg, I maintain three district offices to help constituents learn more about programs and services available to community residents. If you have any questions or concerns on any state matter, I encourage you to contact me at my Chambersburg office by calling 717-264-6100, emailing me at alloway@pasen.gov or visiting my website at senatoralloway.com.

MEMBERS IN THE NEWS

F&M TRUST

Patricia A. "Trish" Hanks was recently promoted to Retail Services Market Manager at F&M Trust. Hanks started her banking career in 1979 and joined F&M Trust as the Orchard Park Office manager in 1999. She was named assistant vice president in 2004 and became the Memorial Square Office manager in 2005. She was named the regional market manager for the Chambersburg area in 2005 and named vice president in 2009. In her new position Hanks will be responsible for managing the Retail Services division in order to meet the financial services needs of the bank's customers with a focus on growing retail and small business loans, deposits and noninterest income. She will continue to serve as the Chambersburg Market Manager, where she is responsible for development of new small business and retail customer relationships, directing public relations and community involvement activities, providing leadership for the community offices in Chambersburg and St. Thomas, and serving customer's financial needs with a variety of services not solely limited to loan and deposit products.

FIRST NATIONAL BANK OF MERCERSBURG ANNOUNCES DIVIDEND

Mercersburg Financial Corporation, parent company of The First National Bank of Mercersburg, recently announced a 3rd quarter dividend of \$.20 per share. Dividends thus far for 2009 are in line with projections. According to President & CEO Robert J. Fignar, "Even in these trying economic times, growth has been impressive in all categories. Safety and soundness indicators remain strong. We continue to provide financial stability for the communities we serve."

LEADERSHIP FRANKLIN COUNTY

Members of the 2009-2010 class of Leadership Franklin County-Community are busy working in teams on community service projects and learning skills that will help them in their personal and professional lives.

Team Rodin (Sila Alegret-Bartel, Megan Barnhart, Kaitlin Daley, Crystal Lautenslager, William McDowell) will design and implement a volunteer program for the Chambersburg Arts Council; Team S.W.O.T (Don Aines, Michelle Ford, Julie Marquiss, Karen White, Keith Ruzomberka) will organize and promote a World No-Tobacco Day event with Healthy Communities Partnership; Team Positively-Passionate-People (Steven Busick, Tasha Carmack, Trina Snoke, Marti Statler) are creating media (videos, photos etc) for a new Web site, Franklin County Works! for the Greater Chambersburg Chamber Foundation; Team Unitas (Tina Flohr, Megan Cook, Chris Frisby, Jodi Wadel) will design and implement a Youth Leadership Conference for Healthy Communities Partnership.

"Seven organizations submitted RFPs for the current class to consider for community service projects - we are very pleased to be able to connect our students with area non profits," said Jenna Kaczmarek, chair of the LFC-Community Steering Committee.

They've also been paired with mentors who are alumni of the leadership program that began in 1986: Matt Swanger, Kristian Frank, Maria Banks, Sandy Traynor, Melissa Miller, Eric Fleming, Terry Shade and Michelle D'Antonio will provide assistance during the team-forming phase. Mentors attended a training session designed and facilitated by Jeffrey Hockenberry, also a LFC alumni, that focused on the four stages of team building (forming, storming, norming, performing).

"We have so much talent in this community and are lucky to be able to tap into LFC alumni and their experiences to improve the program from year to year and to enhance the experience for the current class," said Noel Purdy, executive director of the Chamber Foundation.

One recent session focused on personal leadership styles and change management, presented by Pat Mathews, president and owner of Mathews Associates. Another was led by Phil Wolgemuth, planning and zoning administrator for the Borough of Chambersburg, who helped class members with project planning.

This month students will learn about economic development and tour businesses throughout Franklin County, led by Mike Ross, president of the Franklin County Area Development Corp. They'll also complete an analysis that identifies the strengths, weaknesses, opportunities and threats associated with economic development in the county.

BOROUGH OF MERCERSBURG

The Mercersburg Police Department participates with Nixle.com to broadcast important information to the community regarding crimes, traffic alerts, community information, etc. Nixle.com is a secure service that allows the Mercersburg Police Department to broadcast important information immediately to any citizen who signs up for this service. Citizens who are interested in signing up for this free service can go to the Nixle Web site at <http://www.nixle.com> to sign up. Citizens can select to receive the information by e-mail, text messaging, or to visit the web site. Citizens who sign up for text messaging will immediately and automatically receive text messages summarizing the item that is broadcasted by the Mercersburg Police Department. For example the text message might say, "TEMPORARY PARKING RESTRICTIONS AND STREET CLOSURES IN EFFECT FOR THE 30TH ANNUAL TOWNFEST ON 09/26/09". If the citizen is also signed up for the email notification, they would receive a detailed email outlining what parking restrictions and street closures are in effect for the Townfest. The citizens can also go to the Nixle web site and look at the messages that have been sent out by the Mercersburg Police Department.

The success of this service depends on getting the information out to the citizens of the Mercersburg community and having as many of individuals in the community as possible sign up for the service.

ROTARY CLUB OF MERCERSBURG

The Rotary Club of Mercersburg is pleased to again sponsor Santa's Toy Box. This program will provide clothing and toys to area children who would otherwise be without a Christmas. The Rotary is planning to provide gifts to 175 children this year but need your help. The Club will purchase, wrap and deliver the presents for Santa's Toy Box. Approximately \$60 is spent on each child, depending on funds available. Gifts are provided for children between the ages of 0-12 years old. Approximately 175 children will not receive anything for the Holiday this year unless we join forces and raise the funds necessary to purchase the gifts - The Rotary Club of Mercersburg will do the work. The children selected are from the Tuscarora School District and their names are submitted anonymously as are their wish lists. Rotary Club of Mercersburg, Santa's Toy Box, P.O. Box 54, Mercersburg, PA 17236

TUSCARORA EDUCATION FOUNDATION

The Tuscarora Education Foundation (TEF) Mission is - "To foster and encourage life-long learning, by promoting and providing educational and cultural programs, projects and scholarships for the student body and staff of the Tuscarora School District.". In 2009 TEF awarded 32 Grant requests from faculty totaling \$21,897 Plus 3 scholarships of \$1000 each. These 3 scholarships were funded by the Stickell charitable trust. This was the most successful grant season ever in terms of the quantity of grant requests submitted by faculty, the number approved and the total dollars of grants and scholarships. A week in November is National Education week and TEF align the Annual Fund with it. Tax deductible contributions to TEF are not reduced by any administrative overhead and go totally into grant financing. And for businesses TEF has the Pennsylvania EITC program which gets a dollar for dollar tax break for all contributions! If your business cannot help through contributions, can it commit at the Board level to manage growth going forward. TEF currently has open positions on the Board. Please contact TEF if you are interested. And look out for the Annual Fund Campaign solicitation package. Also check out the web page at www.tefhome.org.

TUSCARORA FAMILY PRACTICE

Marcia Helfrick, CRNP, has joined the practices of Tuscarora Family Practice and Valley Medical Group. Tuscarora Family Practice is located in the Mercersburg Health Center at 2 Keefer Drive, Mercersburg, Pa. Valley Medical Group is located at 411 S. Fayette St., Shippensburg, Pa. She received her bachelor's degree in nursing from Pennsylvania State University. Helfrick earned her nurse practitioner degree at the University of Pennsylvania.

WELCOME NEW MEMBERS

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2010 NEWSLETTER

Newsletters are bi-monthly, 320 mailed, and a PDF posted on www.mercersburg.org.

Inserts - \$80

1/8 page - \$25/mth or \$120/yr

1/4 page - \$35/mth or \$300/yr

1/2 page - \$75/mth or \$450/yr

Full Page - \$125/mth or \$600/yr

MEMBER'S CORNER: *Great Struggles Result In Great Opportunities*

I have to admit, many of my manufacturing and government clients are biding their time as the economy continues to surprise and concern many. Even with these segments of my client base slower than normal, I'm having more fun and enjoying what I do more than ever. I've been able to enter new markets, reach new clients, and create alliances with complementary businesses. Now this is the embarrassing part: I did this by simply looking for great, new opportunities.

As things started to ease last year, my advisory team and I confirmed that our foundation services-- strategic planning, succession planning, and leadership coaching/ development -- were still right for our client base. We then asked ourselves, "What additional types of clients were going to be right for us and our expertise going forward? What types of industries, client demographics, locations, etc., would keep us excited, learning, and challenged? What type of client will keep our expertise sharp?" I know myself and my team well enough to know that if we're not constantly learning with and being challenged by our clients, we tend to "get comfortable." And as I always say, "Comfortable means slow." We slow down our drive for learning, we slow down our commitment to continued business development, and we slow down in how we challenge our clients. Getting comfortable doesn't help us and it certainly doesn't help our clients.

We researched and then reached out to new industries and markets. We targeted tangent market segments we'd not pushed into before. We put ourselves in positions to have access to dynamic, growing, and challenging clients. We've also been streamlining our processes and business infrastructure to take better advantage of technologies. We've worked to make various systems more user and client-friendly. As a result, we have become more accessible to larger and more diverse clients.

We're learning, growing, and being challenged. As a result, we're challenging and more effectively serving our clients. Who'd have thought that by "slowing down," we'd speed up? What could have been viewed as a real struggle has become a series of great opportunities for us.

So, how are you doing? It's all in how you decide to face your business' future. Will you have struggles to fight or opportunities to pursue?

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MARKETING IDEAS FOR RETAIL SHOPS

There are retail shops around every corner you turn--some large, some small, some busy, some quiet. It is important for any store to draw in customers, for the first time and ongoing visits.

One of the most important considerations for a store is location. Customers need to be able to find you easily. Visibility from major routes in your area can be an advantage, but even when it is not possible for the physical location to be visible, make sure there is ample signage that directs customers to your location from popular routes.

Another top priority is making sure you have merchandise that customers in your area need or want. And in turn, if it is appropriate for your type of shop, be sure to get new inventory or rotate inventory so repeat customers continue to visit for additional needs and interests.

A more modern way to draw new customers into a shop is to either host or offer your space for various events. Private shopping events, fundraisers, cocktail happy hours, holiday sprees, etc, are wonderful ways to draw a crowd outside of your typical demographic. Consider hosting such events or open houses in coordination with neighboring shops or businesses.

Every shop tends to have a base of very loyal customers. Just as most businesses, the majority of sales tend to come from the minority of customers (typically 80 percent of business comes from 20 percent of clients). Offer these followers special discounts, private shopping opportunities, early notice of sales, etc. through e-mail newsletters, mailings or other notices.

A new and developing way for shops to reach out to existing and potential new customers is through viral opportunities. Depending on your target market, the Internet can work for you -- with a website, Facebook page, Twitter account, popup ads and more.

Consult with the Shippensburg University Small Business Development Center to discuss the most effective options for your shop.

For free assistance at the SBDC, contact at 717-477-1935 or sbdc@ship.edu. For more information about the SBDC, visit www.ship.edu/sbdc





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2009 ANNUAL REPORT & VOLUNTEER AWARD BREAKFAST

Thursday, November 19th

Agenda Includes -
Retiring Director, New Director and
Chairperson Appointment, Annual Re-
port, Volunteer Award and Major
Announcement.

Doors Open 7am
Buffet 7:15am

\$10 Members
\$15 Nonmembers

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By 11/17/2009

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